

AMENDMENTS TO THE CLAIMS

Claim 1 (Cancelled)

2. (Currently amended) The terminal according to claim 1, ~~wherein said first content is a program to be broadcast nationwide through a satellite broadcasting network,~~

wherein the first content is a program to be broadcast through a digital broadcasting network, the second content is a regional CM, and the tag information has a name or an identifier of at least one of a sponsor and a product,

~~said second content is a regional CM,~~

~~said tag information has a name or an identifier of a sponsor and/or a product, and~~

~~said terminal further comprises:~~

~~location storage means for storing location information indicating in which area the terminal is, wherein~~

wherein said terminal further comprises location storage means having stored therein location information indicating in which area the terminal is located,

~~as for the CM stored on said network, wherein said fetch URL specifying means refers to a table indicating, for each CM stored on the network, the URL, the sponsor and/or the product, and a targeting area, with which URL the CM is assigned, in which area the CM is broadcast, and for which sponsor and/or product the CM is broadcast, and specifies the URL of the CM matching with the name or identifier of the sponsor and/or product in the tag information embedded in the program received by said reception means, and with the area of the terminal~~

wherein said URL specifying means further specifies the URL of a CM matching with the area of said terminal as well as the name or identifier of the at least one of the sponsor and product, which is indicated by the tag information embedded in the program received by said reception means.

3. (Currently amended) The terminal according to claim 2, further comprising: ~~comprising table storage means for storing said table wherein~~

table storage means having said the table stored therein,
wherein said fetch URL specifying means specifies, on its own, said the URL by referring to
the table stored in said table storage means.

4. (Cancelled)

5. (Currently amended) The terminal according to claim 4 ~~44~~, ~~wherein said first content is~~
~~scrambled, and~~
~~said second content is embedded with key information used to descramble said first content,~~
and

wherein the first content is scrambled, and the second content is embedded with key
information used to descramble the first content, and

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wherein said reproduction and output means extracts the key information from the second
content fetched by said fetch means, descrambles the first content by the key information and
interrelates the first and second contents with each other for reproduction and output.

~~extracts said key information from said second content fetched by said fetch means,~~
~~descrambles said first content by the key information, and~~
~~interrelates the first and second contents with each other for reproduction and output.~~

6. (Currently amended) The terminal according to claim 5, ~~wherein said second content is in~~
~~a form of MPEG2 video stream,~~

wherein the second content is in a form of MPEG2 video stream,

~~said~~ wherein the key information is embedded in a user data region located in a
predetermined layer of ~~said the~~ MPEG2 video stream, and

wherein said reproduction and output means extracts said the key information from said the
user data region.

7. (Currently amended) The terminal according to claim 6, wherein said the predetermined

layer is a group-of-picture layer.

8. (Currently amended) The terminal according to claim 6, wherein ~~said~~ the predetermined layer is a picture layer.

9. (Currently amended) The terminal according to claim 6, wherein ~~said~~ the predetermined layer is a sequence layer.

10. (Currently amended) The terminal according to claim 5, ~~wherein said second content is in a form of MPEG2 video stream,~~

wherein the second content is in a form of MPEG2 video stream,

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~~said~~ wherein the key information is embedded in ~~said~~ the MPEG2 video stream by digital watermark, and

wherein said reproduction and output means decodes ~~said~~ the MPEG2 video ~~stream,~~ stream and extracts said key information therefrom.

11. (Currently amended) The terminal according to claim 4 ~~44~~, ~~wherein said second content is predetermined by a timing for output, and~~

wherein the second content is predetermined by a timing for output, and

wherein said fetch means prefetches the second content before the timing to allow said reproduction and output means to output the second content with the timing.

12. (Cancelled)

13. (Currently amended) A content providing system for interrelating a first content to be broadcast and a second content stored on a network, said system comprising:

a broadcast device ~~for broadcasting~~ operable to broadcast the first content;

a storage device, ~~which is~~ provided on the network, ~~and stores~~ operable to store a plurality of

the second contents; and

a terminal ~~for receiving~~ operable to receive the first content broadcast by said broadcast device ~~and, while~~ fetching the second content from said storage device, and ~~interrelating to~~ interrelate the received first content and the fetched second content with each other for reproduction and output, ~~wherein~~

wherein each said second content is assigned a URL indicating where the second content is stored on said the network,

wherein said broadcast device ~~embeds~~ is further operable to embed, in said the first content, tag information ~~used to specify the URL of which indicates attributes related to~~ the second content to be interrelated with the first content ~~with each other~~ for reproduction and output, and

wherein said terminal ~~specifies~~ is further operable to specify any one URL based on the tag information embedded in the received first content, and ~~fetches to fetch~~ the second content having the URL assigned thereto.

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14. (Currently amended) The content providing system according to claim 13, ~~wherein said~~ first content is a program to be broadcast nationwide through a satellite broadcasting network,

~~said second content is a regional CM,~~

~~said tag information has a name or an identifier of a sponsor and/or a product, and~~

wherein the first content is a program to be broadcast nationwide through a satellite broadcasting network, the second content is a regional CM and the tag information has a name or an identifier of at least one of a sponsor and a product, and

wherein said terminal knows its own location and is further operable to refer to, as for the CM stored in said storage device, a table indicating the URL, the at least one of the sponsor and the product, and a targeting area, and to specify the URL of the CM matching with the name or identifier of the at least one of the sponsor and the product in the tag information embedded in the program received by said terminal, and with the area of the terminal.

~~knows its own location, and~~

~~refers to, as for the CM stored in said storage, a table indicating the URL, the sponsor~~

and/or the product, and a targeting area, and specifies the URL of the CM matching with the name or identifier of the sponsor and/or the product in the tag information embedded in the program received by said reception means, and with the area of the terminal.

15. (Currently amended) The content providing system according to claim ~~15~~ 14, wherein said terminal is further operable to store the table and to specify the URL on its own.

~~further stores said table, and
specifies said URL on its own.~~

16. (Currently amended) The content providing system according to claim 14, further comprising: comprising a name server having said table stored, wherein

a name server having the table stored therein.

wherein said terminal ~~brings~~ is operable to control said name server to specify ~~said the~~ URL by providing ~~said the~~ tag information and ~~said the~~ location information thereto, and

wherein said name server ~~specifies said~~ is operable to specify the URL, and responds URL and to send the URL back to said terminal.

17. (Currently amended) The content providing system according to claim 14, ~~wherein said broadcast device further broadcasts said table, and~~

wherein said broadcast device is further operable to broadcast the table, and

wherein said terminal ~~receives and stores~~ is further operable to receive and store the table broadcast by said broadcast device.

18. (Currently amended) The content providing system according to claim 15, ~~wherein said broadcast device further broadcasts said table, and~~

wherein said broadcast device is further operable to broadcast the table, and

wherein said terminal is further operable to receive the table broadcast by said broadcast device, to select, from the received table, only information relevant to the area of the terminal based

on the location information stored therein and to store a newly-generated table including only the selected information.

~~receives the table broadcast by said broadcast device,
selects, from the received table, only information relevant to the area of the terminal
based on the location information stored therein, and
stores a newly-generated table including the selected information only.~~

19. (Currently amended) The content providing system according to claim 13, ~~wherein said second content is predetermined with a timing for output, and~~

wherein the second content is predetermined with a timing for output, and
wherein said broadcast device embeds is further operable to embed the tag information in a temporal position in said the first content where said terminal can fetch the second content before the timing.

20. (Currently amended) The content providing system according to claim 13, ~~wherein said first content is scrambled,~~

wherein the first content is scrambled,
wherein said broadcast device gives is operable to give, to said storage device, key information used to descramble ~~said~~ the first content before broadcasting the first content, and
wherein said storage device embeds is further operable to embed the given key information in the second content stored therein, and

wherein said terminal is further operable to extract the key information from the second content fetched from said storage device, to descramble the first content by the key information and to interrelate the first and second contents with each other for reproduction and output.

~~extracts said key information from the second content fetched from said storage,
descrambles said first content by the key information, and
interrelates the first and second contents with each other for reproduction and output.~~

21. (Currently amended) The content providing system according to claim 13, ~~wherein said tag information has the URL of the second content to be interrelated with the first content to be broadcast by said broadcast device for reproduction and output, and~~

wherein the tag information has the URL of the second content to be interrelated with the first content to be broadcast by said broadcast device for reproduction and output, and

wherein said terminal fetches is further operable to fetch, from said storage device, the second content corresponding to said the URL.

22. (New) A terminal for receiving a first content to be broadcast, while fetching a second content stored on a network, and interrelating the received first content and the fetched second content with each other for reproduction and output, wherein a plurality of second contents are stored on the network, each second content is assigned a URL indicating where the second content is stored on the network, the first content is embedded with tag information which indicates attributes related to the second content to be interrelated with the first content for reproduction and output, said terminal comprising:

reception means for receiving the first content;

URL inquiry means which notifies a server provided on the network of the tag information embedded in the first content and inquires about at least one URL assigned to the second content to be interrelated with the first content for reproduction and output;

fetch means for fetching the second content assigned with the URL obtained as a result of the inquiry by the URL inquiry means; and

reproduction and output means for interrelating the first content received by said reception means with the second content fetched by said fetch means for reproduction and output.

23. (New) The terminal according to claim 22,

wherein the first content is a program to be broadcast through a digital broadcasting network, the second content is a regional CM and the tag information has a name or an identifier of at least one of a sponsor and a product,

wherein said terminal further comprises location storage means having stored therein location information indicating in which area the terminal is located, and

wherein when said URL inquiry means inquires about at least one URL assigned to the second content, said URL inquiry means notifies the server of the location information stored in the location information storage means, as well as of the tag information, and receives from the server the URL of a CM matching with the area of the terminal.

24. (New) The terminal according to claim 22,

wherein the first content is scrambled,

wherein the second content is embedded with key information used to descramble the first

content, and

wherein said reproduction and output means extracts the key information from the second content fetched by said fetch means, descrambles the first content by the key information and interrelates the first and second contents with each other for reproduction and output.

25. (New) The terminal according to claim 24,

wherein the second content is in a form of MPEG2 video stream,

wherein the key information is embedded in a user data region located in a predetermined layer of said MPEG2 video stream, and


wherein said reproduction and output means extracts the key information from the user data region.

26. (New) The terminal according to claim 25, wherein the predetermined layer is a group-of-picture layer.

27. (New) The terminal according to claim 25, wherein the predetermined layer is a picture layer.

28. (New) The terminal according to claim 25, wherein the predetermined layer is a sequence layer.

29. (New) The terminal according to claim 24,
wherein the second content is in a form of MPEG2 video stream,
wherein the key information is embedded in the MPEG2 video stream by digital watermark,
and
wherein said reproduction and output means decodes the MPEG2 video stream and extracts the key information therefrom.

 30. (New) The terminal according to claim 22,
wherein the second content is predetermined with respect to an output timing, and
wherein said fetch means fetches the second content prior to the output timing so as to allow said reproduction and output means to output the second content at the output timing.

31. (New) A server communicating with a terminal connected thereto over a network, wherein the terminal notifies, to the server, tag information embedded in a first content to be broadcast which indicates attributes related to a second content to be interrelated with the first content for reproduction and output, said server comprising:

URL specifying means which refers to the tag information notified by the terminal to specify at least one URL assigned to the second content to be interrelated with the first content for reproduction and output; and

URL transmitting means for transmitting the URL specified by the URL specifying means to the terminal.

32. (New) The server according to claim 31,
wherein the first content is a program to be broadcast through a digital broadcasting network, the second content is a regional CM and the tag information has a name or an identifier of at least

one of a sponsor and a product,

wherein said URL specifying means refers to a table indicating, for each CM stored on the network, with which URL the CM is assigned, in which area the CM is broadcast and for which at least one sponsor and product the CM is broadcast, and

wherein said URL specifying means additionally specifies the URL of a CM matching with the area of the terminal as well as the name or identifier of the at least one sponsor and product, which is indicated by the tag information notified by the terminal.

33. (New) The server according to claim 32, further comprising:

table storage means having the table stored therein,

wherein said URL specifying means specifies, on its own, the URL by referring to the table stored in said table storage means.

34. (New) The server according to claim 32, wherein said URL specifying means specifies the URL based on location information notified by the terminal.

35. (New) A terminal for receiving a first content to be broadcast through a digital broadcasting network, while fetching a second content for regional use which is stored on a network, and interrelating the received first content and the fetched second content with each other for reproduction and output, wherein a plurality of second contents are stored on the network, each second content is assigned a URL indicating where the second content is stored on the network and the first content is embedded with at least one URL for specifying the second content to be interrelated with the first content for reproduction and output, said terminal comprising:

reception means for receiving the first content;

location storage means having stored therein location information which indicates in which area the terminal is located;

fetch means for fetching the second content stored on the network; and

reproduction and output means for interrelating the first content received by said reception

means with the second content fetched by said fetch means for reproduction and output,

wherein said fetch means refers to the URL embedded in the first content and the location information to specify a URL related to a second content for use in the area of the terminal and fetches the second content based on the specified URL.

36. (New) The terminal according to claim 35,

wherein the second content is embedded with table information indicating correspondences between regions and URLs of the second content to be fetched, and

wherein said fetch means refers to the location information and the table information to specify a URL of the second content to be fetched.

37. (New) The terminal according to claim 35, wherein said fetch means notifies a server provided on the network of the URL embedded in the first content and the location information, and receives, from the server, the URL related to a second content for use in the area of the terminal.

38. (New) A terminal for receiving a first content to be broadcast, while fetching a second content stored on a network, and interrelating the received first content and the fetched second content with each other for reproduction and output, wherein a plurality of second contents are stored on the network, the first content is scrambled, each second content is embedded with key information used to descramble the first content and is assigned with a URL indicating where the second content is stored on the network, and the first content is embedded with at least one URL for specifying the second content to be interrelated with the first content for reproduction and output, said terminal comprising:

reception means for receiving the first content;

fetch means for fetching the second content stored on the network; and

reproduction and output means for interrelating the first content received by said reception means and the second content fetched by said fetch means for reproduction and output,

wherein said fetch means refers to the URL embedded in the first content received by said

reception means to specify a URL of the second content and fetches the second content having the URL assigned thereto, and

wherein said reproduction and output means extracts the key information from the second content fetched by said fetch means, descrambles the first content by the key information and interrelates the first and second contents with each other for reproduction and output.

39. (New) The terminal according to claim 38,
wherein the second content is in a form of MPEG2 video stream,
wherein the key information is embedded in a user data region located in a predetermined layer of the MPEG2 video stream, and
wherein said reproduction and output means extracts the key information from the user data region.

40. (New) The terminal according to claim 39, wherein the predetermined layer is a group-of-picture layer.

41. (New) The terminal according to claim 39, wherein the predetermined layer is a picture layer.

42. (New) The terminal according to claim 39, wherein the predetermined layer is a sequence layer.

43. (New) The terminal according to claim 38,
wherein the second content is in a form of MPEG2 video stream,
wherein the key information is embedded in the MPEG2 video stream by digital watermark,
and
wherein the reproduction and output means decodes the MPEG2 video stream and extracts the key information therefrom.

44. (New) A terminal for receiving a first content to be broadcast, while fetching a second content stored on a network, and interrelating the received first content and the fetched second content with each other for reproduction and output, wherein a plurality of second contents are stored on the network, wherein each second content is assigned a URL indicating where each second content is stored on the network and wherein the first content is embedded with tag information which indicates attributes related to the second content to be interrelated with the first content for reproduction and output, said terminal comprising:

reception means for receiving the first content;

URL specifying means which refers to the tag information embedded in the first content to specify at least one URL assigned to the second content to be interrelated with the first content for reproduction and output;

fetch means for fetching the second content assigned with the URL specified by the URL specifying means; and

reproduction and output means for interrelating the first content received by said reception means with the second content fetched by said fetch means for reproduction and output.
